



FOR IMMEDIATE RELEASE

Pet Paradise Breaks Ground in Sanford

Sanford is First Central Florida Location for Luxury Pet Boarder

Jacksonville, FL —October 2, 2007— Pet Paradise, a high-end pet boarding and day care business, has broken ground on a new facility in Sanford, FL. The Sanford location will be the company's sixth Florida location and the first in Central Florida. Pet Paradise also has a location in New Orleans, LA, with additional locations opening throughout the southern United States over the next several years.

"Through our expansion plans, we intend to be the preeminent, high-end pet boarding and day care business in the South," said Fred Goldsmith, CEO of Pet Paradise. "Our goal is to set the gold standard in the pet boarding industry by consistently providing our customers with a boarding experience that is second to none."

The Sanford facility, located on 1100 West First St., will be approximately 10,000 square feet with 125 dog suites and 15 kitty condos. Pet Paradise is scheduled to open during the first quarter of 2008. This facility will also serve as a pet evacuation site in the event of a mandatory evacuation.

Pet Paradise provides a luxurious boarding experience for pets. Its accommodations include spacious indoor/outdoor dog runs and climate controlled suites for dogs and cats. As guests, pets can enjoy the resort's endless amenities including a swimming pool and large artificial grass courtyard. And owners can rest easy with electronic video surveillance and Web cams on site.

"We're excited about coming to Sanford and look forward to serving local pet owners with our state-of-the-art amenities," said Goldsmith. "And, just as we've done at our other locations, we'll work closely with Sanford's pet care community, including animal clinics, Vets and humane societies, to help promote pet adoptions and increase awareness about pet health and safety."

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About Pet Paradise

Headquartered in Jacksonville, Fla., Pet Paradise employs a unique business model within the burgeoning pet services industry. The company builds and operates upscale pet boarding facilities, which provide pets and owners with a luxurious alternative to the traditional kennel. The Pet Paradise facilities include spacious dog and cat boarding suites as well as day care and grooming services. Pet Paradise was formed in 2002 in St. Augustine and currently has three other Florida locations Florida – Jacksonville, Holly Hill and Palm Coast – as well as a location at the New Orleans airport.

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